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(12) United States Patent
Kepecs**(10) Patent No.: US 6,330,543 B1**
(45) Date of Patent: *Dec. 11, 2001**(54) METHOD AND SYSTEM FOR
DISTRIBUTING AND RECONCILING
ELECTRONIC PROMOTIONS**5,231,568 7/1993 Cohen et al. 364/401
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WO 97/30409 8/1997 (WO) G06F/17/60**OTHER PUBLICATIONS**Beck, Joseph, "3 Types of Systems Drive Coupon Programs", Supermarket News, vol. 37, p. 48, Jul. 13, 1987.*
Taylor, Scott. "Don't Become Confined by 'The Box'", Advertising Age, vol. 68, Issue 23, p. 26, Jun. 9, 1997.**Primary Examiner*—James P. Trammell*Assistant Examiner*—John W. Hayes*(74) Attorney, Agent, or Firm*—Gary T. Aka**(57) ABSTRACT**

A method and system for distributing and redeeming electronic promotions to a consumer through the Internet or other means is provided. An account which is associated with a unique key is maintained for each consumer account. Access is permitted to the consumer account upon presentation of the unique key over the Internet. The consumer is presented discount or other promotional choices of items available in at least one store associated with the key, or a collection of such stores, over the Internet and the selections of the discount or promotional choices made by the consumer over the Internet or other means are recorded. Upon purchase of items at the associated store by the consumer, such data are received, and the selections and purchases are reconciled to record a credit in the customer account. Unlike paper or electronic coupons, no consumer action other than the selection of promotions desired is required for item purchase.

67 Claims, 2 Drawing Sheets**(75) Inventor: Jonathan Kepecs, Woodside, CA (US)****(73) Assignee: Concept Shopping, Inc., Lisle, IL (US)****(*) Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

This patent is subject to a terminal disclaimer.

(21) Appl. No.: 09/191,591**(22) Filed: Nov. 13, 1998****Related U.S. Application Data****(63)** Continuation-in-part of application No. 08/970,526, filed on Nov. 14, 1997, now Pat. No. 6,009,411.**(51) Int. Cl.⁷ G06F 17/60****(52) U.S. Cl. 705/14; 705/26****(58) Field of Search 705/14, 10, 27,
705/39, 26, 1; 235/378, 380, 382****(56) References Cited****U.S. PATENT DOCUMENTS**Re. 34,915 4/1995 Nichtberger et al. 364/401
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